



Blending!

ECO WORKSHOP

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Pure Genius



Simple



What went wrong?



Back to Basics

- ECO developed in parallel with Green Deal
- ECO and Incentive framework inspires industry confidence and investment in Green Deal
- Green Deal not new way of delivering energy efficiency improvements: it's a new way of paying for them!
- Old, tried and tested schemes, projects and measures can still be applied

Wider Benefits

- Green Deal trigger other types of improvements, repairs, etc
- Green Deal advice encourages ink 'whole property' thinking to improve energy efficiency
- Big Society agenda & Green Deal Communities
- Broaden installer skill base for multiple measures, e.g. plasterers becoming renderers for EWI systems
- Firms can offer whole house retrofit by combining trades is opportunity to expand
- Framework allows customers to choose measures over time and take out more Green Deals

Blend in more ways....

- Overcoming capital barriers for customers
- Green Deal does not limit work in a home
- Historical funding from multiple sources
- Pilots prove customers are willing to contribute - ½ surveyed willing to contribute over £2,500 each
- Never intended to support one measure
- Packaged approach
 - E.g. Windows/walls
- Area based approach
 - E.g. Social landlords opening their purses
 - Addresses costly measures



Funds to Blend

- Customer contribution – whole/part
- Top up loans
- Green Deal Finance
- ECO/Cashback
- Government subsidies e.g. GD Communities
- LA Grants
- RSL contributions
- Innovate!

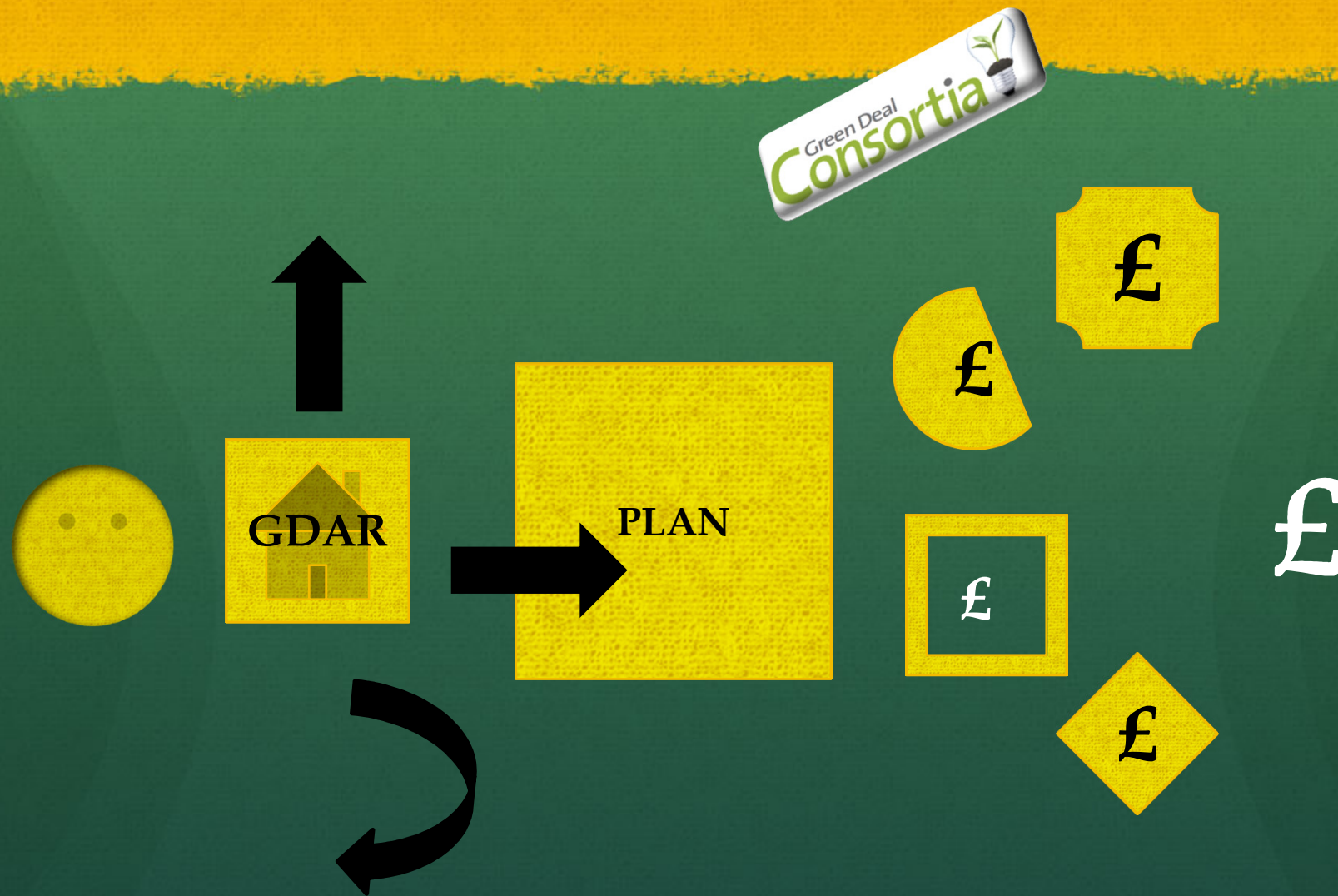


Proposals for Green Deal

STRENGTHENED AND STREAMLINED

- Driving whole house approach not individual measures
- New incentives circa £150M p.a. for 3 years from 2014/15
- Stamp duty rebate up to £1000 (or £4000 for expensive measures) for home movers (inc. those who don't pay stamp duty)
- Scheme to support private landlords to improve energy efficiency of their properties
- Increasing funds to Local Authorities - Green Deal Communities fund from £20m to £80m
- Green Deal Cashback scheme extended - more straightforward and less time consuming
- Further improvements to be announced early 2015
- £30M p.a. for 3 years from 2014/15 to fund public sector energy efficiency improvements

Keeping it in the family



Don't forget

- **Renewable Heat Incentive**
- **Feed in Tariffs**
- **Addressing 'patchwork' effect**
- **Thriving Green Deal generate investment, innovation, skills and jobs**
- **Non Domestic market**
- **Make it work!**



Questions?